



PHILIP MORRIS

INCORPORATED

100 PARK AVENUE, NEW YORK, N.Y. 10017

★ ★ ★

**ADVERTISING
SCHEDULE**

APRIL 30 - JUNE 22

3RD SALES CYCLE

1973

★ ★ ★

MARLBORO

BENSON & HEDGES

PARLIAMENT

VIRGINIA SLIMS

MULTIFILTER

1005201584



**NATIONAL PERIODICALS
ON SALE THIS CYCLE**

MARLBORO

TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
Playboy
Penthouse
Gallery
Owl
Esquire
Popular Science
Popular Mechanics
Mechanix Illustrated
Sport
True
Outdoor Life
Field & Stream
Sporting News
Argosy
VFW Magazine
American Legion Magazine
V.I.P. Magazine
Motor Trend
Hot Rod
Car Craft
Road & Track
Car & Driver
Southern Living
Ebony
Jet
Crises
Encore
Signature
Family (Army Times)

VIRGINIA SLIMS

TV Guide
McCall's
Ladies Home Journal
Redbook
Cosmopolitan
Vogue
Harper's Bazaar
Mademoiselle
Family Circle
Woman's Day
American Home
House & Garden
MacFadden's Women's Group
Dell Modern Group
Southern Living
Ideal Women's Group
Glamour
Ebony
Jet

PARLIAMENT

TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
Psychology Today
Saturday Review
Money
World
Intellectual Digest
Ladies Home Journal

BENSON & HEDGES

TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
Playboy
Gallery
Esquire
Psychology Today
Saturday Review
Harper's
The Atlantic
World
McCall's
Ladies Home Journal
Cosmopolitan
Family Circle
Women's Day
American Home
Southern Living
Skiing
Ebony
Jet
Essence
Crises
Owl
Intellectual Digest
Money
Travel & Leisure
Signature
Girl Talk

MULTIFILTER

TV Guide
Time

1005201585

LOCAL ADVERTISING REGION NO. 1

OUTDOOR*

Parliament (May)	Boston	110 Posters
	Hartford	25 Posters
Benson & Hedges (June)	New Haven	32 Posters
	New York	571 Posters
	Providence	38 Posters
Benson & Hedges (May)	New York	3,300 1-Sheet
Virginia Slims (June)		Subway
		Car Cards
Benson & Hedges (May)	New York	1,800 2-Sheet
Marlboro (June)		Subway
		Panels
Marlboro (May)	New York	499 3-Sheet
Virginia Slims (June)		Panels
Marlboro (May)	New York	500 King-
Benson & Hedges		Size Panels
Parliament (June)		
Benson & Hedges (May)	New York	200 Subway
Marlboro (June)		Clocks
Marlboro (May-June)	New York	2 Bulletins
	Bridgeport	2 Bulletins,
		23 Posters
	Boston	6 Bulletins,
		110 Posters
	Buffalo	4 Bulletins
	Hartford	2 Bulletins,
		18 Posters
	New Haven	4 Bulletins,
		13 Posters
	New York	37 Bulletins
		Yankee
		Stadium
		Outfield Sign
	Providence	2 Bulletins,
		38 Posters
	Albany	34 Posters
Marlboro (May-June)	All Markets	REA
		Truck Panels
Benson & Hedges (May-June)	New York	2 Bulletins

REGIONAL PERIODICALS

Benson & Hedges, Parliament	Boston	Boston Magazine
Virginia Slims, Parliament	Boston	Playbill
Benson & Hedges, Marlboro, Parliament	New York	Cue
Parliament, Benson & Hedges	New York	Lincoln Center Programs
Benson & Hedges, Marlboro, Parliament, Virginia Slims	New York	New York Magazine

*Bulletin Dimensions:
 Bulletins (Permanent & rotating) - 12"x48" - 20"x70"
 Posters (30-Sheet Panels) - 12"x25"
 Kings (8-Sheet Panels) - 88"x85"
 1-Sheet - 22"x21"
 2-Sheet - 45"x59 1/2"
 3-Sheet - 41"x83 1/2"

SUNDAY SUPPLEMENTS

NATIONAL:
 Family Weekly - Marlboro
 Parade - Benson
 Tuesday - Virginia

LOCAL:
 Boston - Advertiser/Her Traveler
 New York - Long Island Newsday
 News

Times

Providence - Journal

Rochester - Democrat & Chronicle

Worcester - Sunday-Telegraph

NEWSPAPERS:
 New York - Amsterdam News
 Jamaica Voice
 Newark Afro-American

1005201586

PLACING REGION NO. 1

OUTDOOR*

	Boston	110 Posters
	Hartford	25 Posters
(June)	New Haven	32 Posters
	New York	571 Posters
	Providence	38 Posters
(May)	New York	3,300 1-Sheet
(ne)		Subway
		Car Cards
(May)	New York	1,800 2-Sheet
		Subway
		Panels
(ne)	New York	499 3-Sheet
		Panels
	New York	500 King-
		Size Panels
(May)	New York	200 Subway
		Clocks
(ne)	New York	2 Bulletins
	Bridgeport	2 Bulletins,
		23 Posters
	Boston	6 Bulletins,
		110 Posters
	Buffalo	4 Bulletins
	Hartford	2 Bulletins,
		18 Posters
	New Haven	4 Bulletins,
		13 Posters
	New York	37 Bulletins
		Yankee
		Stadium Sign
	Providence	2 Bulletins,
		38 Posters
	Albany	34 Posters
(ne)	All Markets	REA
		Truck Panels
(May-June)	New York	2 Bulletins

REGIONAL PERIODICALS

	Boston	Boston Magazine
	Boston	Playbill
	New York	Cue
	New York	Lincoln Center Programs
	New York	New York Magazine

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Panels) - 12"x25"
inels) - 88"x85"

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SUNDAY SUPPLEMENTS

NATIONAL:

Family Weekly - Marlboro, Virginia Slims, Benson & Hedges
Parade - Benson & Hedges, Marlboro, Virginia Slims
Tuesday - Virginia Slims, Benson & Hedges

LOCAL:

Boston	Advertiser/Herald Traveler	Parliament
New York	Long Island Newsday	Benson & Hedges, Marlboro, Virginia Slims, Parliament
	News	Benson & Hedges, Marlboro, Parliament, Virginia Slims
	Times	Parliament, Benson & Hedges, Marlboro, Virginia Slims
Providence	Journal	Benson & Hedges, Marlboro, Virginia Slims
Rochester	Democrat & Chronicle	Benson & Hedges, Marlboro, Virginia Slims
Worcester	Sunday-Telegram	Benson & Hedges, Marlboro, Virginia Slims

NEWSPAPERS:

New York	Amsterdam News	Benson & Hedges, Marlboro
	Jamaica Voice	Benson & Hedges, Marlboro
	Newark Afro-American	Benson & Hedges, Marlboro



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**MARLBORO BENSON & HEDGES
VIRGINIA SLIMS**

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